NORTH DAKOTA VACATION

TRAVEL SURVEYS

1978-1982

Project 79-098
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SUMMARY AND CONCLUSIONS

From 1978 to 1982, Mid-Continent Surveys of Minneapolis, Minnesota was commissioned by the Manitoba Department of Economic Development and Tourism to conduct a survey of North Dakota household members to determine to what extent the existing market of North Dakotans were vacationing in Manitoba. This section will briefly summarize the findings of this survey and draw some conclusions from the data it has provided.

STATE TOTALS

- Vacation preferences of North Dakota household members indicate an increase of +16.7% in the frequency of vacation/pleasure trips to Canada in 1982 over 1981.

- Travel rates to Manitoba has increased by +13.3%.

- Manitoba's Market share of vacationing North Dakotans surveyed decreased -2.4% from 1981.

GENDER

- The adult male populace travelled at generally higher rates than the adult female population.

- The frequency of travel to Canada increased for both the male (+33.3%) and female (+5.9%) populations.

- The frequency of travel to Manitoba exclusively has indicated increases for both the male (+50.0%) and female (+9.1%) population.

AGE

- Generally, individuals of the age group from 18 - 35 years of age took vacations at a higher rate than other age groups.

- The highest visitation rate to Canada and Manitoba was by the 35 - 49 years of age group.

- Manitoba's market share is greatest among this age group.

INCOME

- Manitoba's market share decreased for those households in all income groups with the exception of those earning $15,000 - $24,999 which indicated a 3.4% increase from 1981.

EDUCATION

- Household heads with post high school education travelled at a higher rate than in 1981, although Manitoba's market share declined in all education categories.

CONCLUSION

- Of those households surveyed, 17.0% indicated vacation/pleasure travel to Manitoba.

- 13.0% of North Dakota households surveyed indicated visiting Manitoba exclusively.

INTRODUCTION AND METHODOLOGY

The State of North Dakota has long been one of the major markets for United States travel to Manitoba. In comparison to Minnesota, only North Dakota supplies a greater volume of visitors destined to Manitoba. This state provides a better market of Manitoba visitors than the state of Minnesota on a per capita basis. Minnesota had a 1979 population of 4,060,000 as compared to North Dakota's population of 657,000. In an attempt to increase the rate and volume of visitors from North Dakota, the Department of Economic Development and Tourism has for several years undertaken promotional and advertising campaigns within the state.

Between 1978 and 1982 Travel Manitoba commissioned surveys of travel by North Dakota residents. The surveys had as their primary objective, the measurement of the number of households in the state whose residents had visited Manitoba on a vacation and/or pleasure trip, which included at least one night away from home. A total of one thousand households were contacted in 1978 and 1979. In 1980 and 1981, a total of one thousand and one households were contacted and in 1982 a total of 1,002 households were contacted. The sample households were chosen in a manner that makes them representative of the population of households in the state both geographically and in terms of socio-economic levels.

NORTH DAKOTA TRAVEL SURVEY RESULTS

A) Incidence of Vacation Trips:

- In 1982, 76.0% of the surveyed households took vacation/pleasure trips within the previous 12 month period (TABLE 1). This represents a slight increase (2.7%) over 1981 travel rates.

- In 1982, the female household members surveyed travelled at the same rate (74.0%) as in the 1981 survey results but at a rate of three percentage points less than their male counterparts.

- Senior household heads travelled at a rate of 57.0%, compared to younger household heads who travelled at an average rate of 79.0%.

- Higher income groups continue to travel more than lower income groups.

- Household incomes of $25,000 and over indicated the greatest increase in travel rates (+3.4%) over 1981.

- Those household heads with high school education indicated the greatest increase (+2.7%) in travel rates over 1981.

- Those household heads with post high school education continue to travel at higher rates (88.0%) compared to those with lesser education.

TABLE 1

Has any Member of your Household Taken any Vacation or Pleasure Trips in the Last 12 Months Where you were Away from Home for One Night or More, ... or Not?

				(1981 N = 1001)	(1982 N = 1002)	
Population:	1978	1979	1980	1981	1982	% Change 1981/1982
State Total:	69%	73%	74%	74%	76%	+2.7%
Sex:						
Male Adult Population	71	73	74	75	77	+2.7%
Female Adult Population	67	74	75	74	74	0.0
Age:						
Household Head 18 - 35 Years	77	82	83	84	83	-1.2
Household Head 35 - 49 Years	74	79	76	77	81	+5.2
Household Head 50 - 64 Years	71	73	75	73	74	-1.4
Household Head 65+	52	55	60	57	57	0.0
Income:						
Household Income Under $9,999			64	58	60	+3.4
Household Income $10,000-14,999			77	79	69	-12.7
Household Income $15,000-24,999			81	84	84	0.0
Household Income $25,000+			87	87	90	+3.4
Education:						
Household Head not a High School Graduate	68	51	54	55	54	-1.8
Household Head with Only High School	55	77	77	73	75	+2.7
Household Head with Post-High School	81	86	85	86	88	+2.3

B) TRAVEL TO CANADA

- In 1982, North Dakotan householders surveyed travelled to Canada at a higher rate (+16.7%) than in 1981. (TABLE 2)

- The male populace travelled to Canada at a higher rate (24.0%) than the female populace (18.0%).

- The male populace indicated the largest increase in travel rates (+33.3%) over 1981.

- Younger householders continue to travel to Canada at higher rates (average 22.7%) than senior householders (14.0%).

- Senior household heads indicated the largest increase in travel rates (55.6%) over 1981.

- Householders with incomes of $25,000 or more travel to Canada at higher rates (31.0%) than those earning less.

- Household heads with post high school education travelled at higher rates (26.0%) compared with those with less education.

TABLE 2

Have You or Household Heads Taken Any

Vacations in Canada, 1978 - 1981

				(1981 N = 1001)	(1982 N = 1002)	
Population:	1978	1979	1980	1981	1982	% Change 1981/1982
State Total:	20%	17%	20%	18%	21%	+16.7%
Sex:						
Male Adult Population	22	17	21	18	24	+33.3
Female Adult Population	18	17	18	17	18	+ 5.9
Age:						
Household Head 18-35 Years	25	19	23	21	21	0.0
Household Head 35-49 Years	22	22	25	22	26	+18.2
Household Head 50-64 Years	20	17	19	17	21	+23.5
Household Head 65+	10	9	10	9	14	+55.6
Income:						
Household Income Under $9,999			13	13	14	+ 7.7
Household Income $10,000-14,999			22	12	17	-29.4
Household Income $15,000-24,999			22	18	21	+16.7
Household Income $25,000+			32	27	31	+14.8
Education:						
Household Head not a High School Graduate	13	8	7	9	11	+22.2
Household Head with Only High School	19	18	18	15	21	+40.0
Household Head with Post High School	25	22	28	23	26	+13.0

C) TRAVEL TO OTHER PROVINCES (SEE TABLE 3)

- The frequency of visitation to Manitoba in 1982 by surveyed North Dakota households has increased 13.3% from 1981 rates.

- The rate of travel to adjacent provinces (Ontario and Saskatchewan) remains unchanged from 1981 levels.

Table 3

Vacation and Pleasure Travel to Other Provinces

By North Dakota Households, 1978 - 1981

(N = 1001)

Province	1978	1979	1980	1981	1982	% Change 1981/1982
Manitoba	16.0%	13.0%	15.0%	15.0%	17.0%	+ 13.3%
Ontario	2.0%	1.0%	2.0%	2.0%	2.0%	0.0%
Quebec	0.0%	0.0%	0.0%	1.0%	0.0%	-100.0%
Saskatchewan	4.0%	5.0%	4.0%	4.0%	4.0%	0.0%
Alberta	2.0%	1.0%	2.0%	1.0%	2.0%	+100.0%
British Columbia	1.0%	1.0%	1.0%	1.0%	2.0%	+100.0%
Visited Canada*	20.0%	17.0%	20.0%	18.0%	21.0%	+ 16.7%

* Does not sum because of multiple-province visits

D) TRAVEL TO MANITOBA

- North Dakotan household travel to Manitoba increased 13.3% over the previous year. (TABLE 4)

- The adult male populace travelled at a rate of 19.0%, about four percentage points higher than the female populace.

- The highest rate of travel to Manitoba by vacationing North Dakotans in 1982 was in the 35 - 49 years of age group (24.0%).

- Households with incomes of $25,000 and greater travelled to Manitoba at higher rates (25.0%) than lower income groups but households with incomes of $15,000 to $24,999 indicated the largest increase in travel (+25.0%) over 1981.

- Household heads with post high school education exhibited the highest rate of travel (21.0%).

- Household heads with high school education showed the greatest increase (+23.1%) compared with 1981.

Table 4

Which Canadian Provinces Were Visited

(i.e. Manitoba), 1978-1981

				(1981 N = 1001)	(1982 N = 1002)	
Population:	1978	1979	1980	1981	1982	% Change 1981/1982
State Total:	16.0%	13.0%	15.0%	15.0%	17.0%	+13.3%
Sex:						
Male Adult Population	19.0	12.0	17.0	16.0	19.0	+18.8%
Female Adult Population	13.0	13.0	13.0	14.0	15.0	+ 7.1%
Age:						
Household Head 18-35 Years	20.0	15.0	18.0	18.0	19.0	+ 5.6%
Household Head 35-49 Years	19.0	17.0	20.0	19.0	24.0	+26.3%
Household Head 50-64 Years	17.0	11.0	13.0	13.0	15.0	+15.4%
Household Head 65+	6.0	6.0	7.0	7.0	11.0	+57.1%
Income:						
Household Income Under $9,999			10.0	10.0	11.0	+10.0%
Household Income $10,000-14,999			16.0	10.0	11.0	+10.0%
Household Income $15,000-24,999			18.0	16.0	20.0	+25.0%
Household Income $25,000+			22.0	24.0	25.0	+ 4.2%
Education:						
Household Head not a High School Graduate	9.0	5.0	5.0	7.0	8.0	+14.3%
Household Head with Only High School	15.0	11.0	15.0	13.0	16.0	+23.1%
Household Head with Post High School	22.0	18.0	21.0	20.0	21.0	+ 5.0%

TRAVEL TO MANITOBA ONLY

- Heads of North Dakotan households who indicated visiting Canada accounted for about 21.0% of the survey?

- North Dakotan household heads visiting Manitoba accounted for 17.0%.

- North Dakotan household heads visiting Manitoba exclusively increased to 13.0% (TABLE 5).

Table 5

Which Canadian Provinces Were Visited

Manitoba Only, 1979-1981

(N = 1001)

Population:	1979	1980	1981	1982	% Change 1981/1982
State Total:	10.0%	12.0%	10.0%	13.0%	+ 30.0%
Sex:					
Male Adult Population	9.0	13.0	10.0	15.0	+ 50.0%
Female Adult Population	11.0	11.0	11.0	12.0	+ 9.1%
Age:					
Household Head 18-35 Years	12.0	15.0	15.0	14.0	- 6.7%
Household Head 35-49 Years	14.0	15.0	13.0	15.0	+ 15.4%
Household Head 50-64 Years	8.0	11.0	6.0	13.0	+116.7%
Household Head 65+	4.0	6.0	5.0	9.0	+ 80.0%
Income:					
Household Income Under $9,999		9.0	10.0	8.0	- 20.0%
Household Income $10,000-14,999		13.0	8.0	10.0	+ 25.0%
Household Income $15,000-24,999		13.0	10.0	15.0	+ 50.0%
Household Income $25,000+		17.0	15.0	19.0	+ 26.7%
Education:					
Household Head not a High School Graduate	4.0	4.0	5.0	5.0	0.0%
Household Head with Only High School	9.0	12.0	9.0	13.0	+ 44.4%
Household Head with Post High School	14.0	16.0	13.0	16.0	+ 23.1%

E) MARKET SHARE

- Manitoba's market share of vacation and/or pleasure trips taken by those North Dakota households who travelled to Canada was 81.0%, a decrease of -2.4% from 1981 (TABLE 6).

- Manitoba's market share decreased in most age/sex/income/education categories in the survey group. The exception included those households with heads 35 - 49 years, and over 65 years. In addition those households with incomes of $15,000 - 24,999 ran contrary to the survey as increases here were also indicated.

Table 6

Manitoba Market Share of Vacation/Pleasure Trips

By North Dakota Households to Canada, 1978-1981

(1978 N=200, 1979 N=170, 1980 N=200, 1981 N=180, 1982 N=208)

Population:	1978	1979	1980	1981	1982	% Change 1981/1982
State Total:	80.0%	76.0%	75.0%	83.0%	81.0%	- 2.4%
Sex:						
Male Adult Population	86.0	71.0	81.0	89.0	81.0	- 9.0%
Female Adult Population	72.0	76.0	72.0	82.0	81.0	- 1.2%
Age:						
Household Head 18-35 Years	83.0	79.0	76.0	86.0	78.0	- 9.3%
Household Head 35-49 Years	86.0	77.0	80.0	86.0	93.0	+ 8.1%
Household Head 50-64 Years	85.0	65.0	68.0	76.0	71.0	- 7.0%
Household Head 65+	60.0	67.0	70.0	78.0	82.0	+ 5.1%
Income:						
Household Income Under $9,999			77.0	77.0	77.0	0.0%
Household Income $10,000-14,999			73.0	83.0	64.0	-22.9%
Household Income $15,000-24,999			82.0	89.0	92.0	+ 3.4%
Household Income $25,000+			69.0	89.0	81.0	- 9.0%
Education:						
Household Head not a High School Graduate	69.0	63.0	71.0	78.0	68.0	-12.8%
Household Head with Only High School	79.0	61.0	83.0	87.0	79.0	- 9.2%
Household Head with Post High School	88.0	82.0	75.0	87.0	84.0	- 3.4%

F) ADVERTISING FOR MANITOBA

- The Department of Economic Development and Tourism undertakes promotion and advertising to attract larger portions of tourists from the United States and Canada to Manitoba and to generate an awareness of the various activities and events the province has to offer.

- One of the main advertising market regions for this promotional and advertising campaign has been the state of North Dakota. In 1979, two additional questions were added to the North Dakota Survey to determine:

  i) how effective the campaign has been, and

  ii) through what type of media the campaign was primarily acknowledged.

- In the spring of 1982, Travel Manitoba had a colourful brochure listing festivals and special events in Manitoba included in many North Dakota newspapers.

- In the 1982 survey three more questions were added to the North Dakota Survey to determine:

  i) the effectiveness of this brochure

  ii) the utility of this brochure.

- In 1982, 72.0% of the surveyed households reported seeing/hearing advertising for the Province of Manitoba (TABLE 7).

- The largest proportion of those acknowledging exposure to the promotional campaign were:

  - adult males (75.0%)
  - 49 years and younger age groups (77.0%)
  - annual income of $25,000 or more (81.0%)
  - post high school education (82.0%) (TABLE 7)

Table 7

Have You Seen/Heard Any Advertising

For Manitoba, 1979-1981

Population:	1979 Yes	1979 No	1980 Yes	1980 No	1981 Yes	1981 No	1982 Yes	1982 No
State Total:	63.0%	37.0%	64.0%	36.0%	71.0%	28.0%	72.0%	28.0%
Sex:								
Male Adult Population	67.0	33.0	68.0	32.0	77.0	23.0	75.0	25.0
Female Adult Population	61.0	39.0	60.0	40.0	68.0	32.0	70.0	30.0
Age:								
Household Head 18-35 Years	72.0	28.0	66.0	34.0	77.0	23.0	78.0	22.0
Household Head 35-49 Years	72.0	28.0	68.0	32.0	78.0	22.0	76.0	24.0
Household Head 50-64 Years	60.0	40.0	62.0	38.0	72.0	27.0	73.0	27.0
Household Head 65+	44.0	56.0	54.0	46.0	56.0	44.0	55.0	45.0
Income:								
Household Income Under $9,999			57.0	44.0	62.0	38.0	59.0	41.0
Household Income $10,000-14,999			65.0	35.0	75.0	24.0	68.0	32.0
Household Income $15,000-24,999			68.0	32.0	75.0	24.0	79.0	21.0
Household Income $25,000+			74.0	26.0	81.0	19.0	81.0	19.0
Education:								
Household Head not a High School Grad	44.0	56.0	41.0	59.0	53.0	47.0	50.0	50.0
Household Head with Only High School	64.0	36.0	68.0	32.0	71.0	28.0	73.0	27.7
Household Head with Post High School	75.0	25.0	74.0	26.0	82.0	18.0	82.0	18.0

- Television continues to be the primary advertising media that respondents indicate as the source of promotion awareness (50.0%) (TABLE 8).

- Newspaper is the second major source (36.0%) and this medium has indicated the largest increase in contact over 1981.

- The largest proportion of television advertising was seen by:

  - adult males (54.0%)
  - 18-35 years of age group (59.0%)
  - annual incomes of $15,000 - $24,999 (59.0%)
  - post high school education (60.0%)

- Newspaper tends to reach a higher proportion of:

  - adult females (39.0%) over adult males (33.0%)
  - slightly older respondents, 35-49 years (44.0%) and 50-64 years (42.0%)
  - higher income earners, 25,000 and over (46.0%)

Table 8

Where Did You See This Advertising

1980/1981

Type of Advertising:	State Total	Sex: Male	Sex: Female	Age: 18-35	Age: 35-49	Age: 50-64	Age: 65+	Income: Less Than $9999	Income: $10000 - $14999	Income: $15000 - $24999	Income: $25000 +	Education: Not Graduate	Education: High School	Education: Post High School
1981														
Television	49.0%	50.0%	48.0%	62.0%	49.0%	43.0%	32.0%	46.0%	56.0%	54.0%	49.0%	30.0%	50.0%	59.0%
Newspaper	31.0	29.0	32.0	25.0	38.0	33.0	28.0	24.0	34.0	31.0	36.0	18.0	34.0	35.0
Radio	20.0	25.0	16.0	29.0	17.0	15.0	10.0	15.0	27.0	19.0	23.0	12.0	20.0	24.0
Magazine	19.0	19.0	18.0	20.0	20.0	19.0	15.0	13.0	22.0	21.0	23.0	13.0	15.0	24.0
Highway Billboard	10.0	12.0	9.0	16.0	10.0	6.0	5.0	7.0	15.0	13.0	11.0	4.0	9.0	15.0
Newspaper Supplement	4.0	4.0	4.0	4.0	5.0	4.0	4.0	3.0	5.0	4.0	6.0	2.0	3.0	6.0
Brochures/Pamphlets/ Travel Folders	4.0	4.0	3.0	3.0	4.0	5.0	3.0	5.0	1.0	3.0	6.0	5.0	2.0	4.0
Other Mentions	3.0	3.0	2.0	2.0	5.0	3.0	3.0	1.0	4.0	4.0	3.0	2.0	2.0	3.0
1982														
Television	50.0	54.0	47.0	59.0	54.0	44.0	32.0	40.0	44.0	59.0	57.0	32.0	49.0	60.0
Newspaper	36.0	33.0	39.0	31.0	44.0	42.0	31.0	26.0	31.0	40.0	46.0	24.0	34.0	44.0
Radio	22.0	27.0	18.0	28.0	24.0	19.0	8.0	18.0	17.0	24.0	26.0	9.0	21.0	29.0
Magazine	19.0	17.0	20.0	19.0	25.0	18.0	14.0	14.0	12.0	24.0	24.0	13.0	18.0	23.0
Highway Billboard	10.0	13.0	7.0	15.0	10.0	5.0	5.0	6.0	9.0	13.0	12.0	3.0	9.0	14.0
Newspaper Supplement	6.0	7.0	6.0	6.0	7.0	9.0	3.0	4.0	1.0	9.0	9.0	4.0	6.0	8.0
Brochures/Pamphlets/ Travel Folders	2.0	1.0	2.0	1.0	2.0	3.0	2.0	1.0	3.0	1.0	3.0	1.0	2.0	2.0
Other Mentions	1.0	1.0	1.0	2.0	-	-	-	1.0	-	-	2.0	-	-	1.0

- About 29.0% of North Dakotan household members surveyed did recall seeing the Travel Manitoba brochure.

- Of those household members surveyed only 4.0% kept the brochure and only 2.0% used the brochure in planning a vacation or took it along on a trip.

Table 9

Last spring a colourful brochure that listed festivals and special events in Manitoba was included in many North Dakota newspapers.

Do you recall seeing that brochure for Manitoba ... or not. Did you or any member of your household keep that brochure?

Did you or any member of your household use that brochure in any way, either to see what was happening when deciding where to go on a trip or vacation ... or to take it along on a trip or vacation to Manitoba?

Type of Advertising:	State Total	Sex:		Age:				Income:				Education:		
		Male	Female	18-35	35-49	50-64	65+	Less Than $9999	$10000 - $14999	$15000 - $24999	$25000 +	Not Graduate	High School	Post High School
Do Recall Seeing Brochure	29.0%	31.0%	27.0%	22.0%	35.0%	34.0%	31.0%	21.0%	21.0%	33.0%	39.0%	23.0%	25.0%	34.0%
Yes - Did Keep Brochure	4.0	5.0	4.0	4.0	7.0	4.0	4.0	3.0	1.0	6.0	6.0	2.0	3.0	6.0%
Yes - Did Use Brochure	2.0	3.0	2.0	3.0	4.0	2.0	1.0	3.0	2.0	3.0	3.0	-	2.0	3.0%
No - Did Not Use Brochure	2.0	2.0	2.0	1.0	3.0	2.0	3.0	3.0	-	3.0	3.0	1.0	1.0	3.0%
No - Did Not Keep Brochure	24.0	26.0	23.0	18.0	29.0	30.0	27.0	18.0	19.0	27.0	33.3	21.0	22.0	28.0%
Do Not Recall Seeing Brochure	71.0	69.0	73.0	78.0	64.0	66.0	69.0	78.0	79.0	67.0	61.0	77.0	74.0	66.0

Incidence of vacation/pleasure trips to Manitoba by North Dakota household members:

- Based on the assumption that Manitoba's travel advertising campaign served to attract North Dakota household member visitation in the previous twelve months: (TABLE 10)

I. SEE ADVERTISING

- In 1982, 19.5% of the North Dakota household members who recalled seeing/hearing Manitoba's travel advertising visited Manitoba in the past twelve months.

- Of those who saw/heard the travel advertising in 1982, high visitation rates were recorded among the following socio-economic groups:

Adult male populace	22.1%
Household heads age 35-49 years	25.3%
Household income group $25,000 or more	26.5%
Household head with post high school Education	23.2%

- Significantly this is the same group as last year and the proportions are greater.

II. DID NOT SEE ADVERTISING

- In 1982, 9.7% of North Dakota household members who did not recall seeing/hearing any advertising visited Manitoba in the previous twelve months.

- Of those who did not recall seeing/hearing any advertising on Manitoba, high visitation rates were recorded among the following socio-economic groups:

Adult male populace	10.1%
Household heads age 35-49 Years	19.6%
Household income of $25,000 or more	20.0%
Household head with post high school education	13.6%

- Notably this is the same group as 1981 and the same group as those who saw advertising and visited Manitoba.

Table 10

In the last twelve months, has anyone in your household taken a vacation or pleasure trip in which the Canadian Province of Manitoba was visited?

Population	Saw Advertising (% Visited Manitoba)			Did Not See Advertising (% Visited Manitoba)			Advertising Impact Ratio*		
	1980	1981	1982	1980	1981	1982	1980	1981	1982
State Total:	19.0%	16.7%	19.5%	7.1%	10.6%	9.7%	2.68	1.57	2.01
Sex:									
Male Adult Populace	22.1	17.4	22.1	7.7	11.5	10.1	2.87	1.51	2.19
Female Adult Populace	16.9	15.8	17.3	5.8	10.2	9.4	2.91	1.55	1.84
Age:									
Household Head 18-35 Years	21.7	18.6	19.4	10.8	17.6	6.9	2.01	1.06	2.81
Household Head 35-49 Years	26.3	21.0	25.3	7.9	10.6	19.6	3.33	1.98	1.29
Household Head 50-64 Years	15.7	13.3	16.4	8.1	11.3	11.5	1.94	1.18	1.43
Household Head 65+	11.4	9.2	15.9	0.9	4.2	5.7	12.67	2.19	2.79
Income:									
Household Income Under $9,999	15.0	9.4	14.0	2.4	11.7	5.7	6.25	0.43	2.46
Household Income $10,000-$14,999	21.6	12.6	13.4	4.9	2.4	6.5	4.41	5.25	2.06
Household Income $15,000-$24,999	20.9	17.3	21.2	12.9	11.1	14.0	1.62	1.56	1.51
Household Income $25,000+	25.2	24.6	26.5	15.4	19.6	20.0	1.64	1.26	1.33
Education:									
Household Head not a High School Graduate	6.5	8.5	9.9	3.3	4.3	5.4	1.97	1.98	1.83
Household Head With Only High School	17.9	14.7	17.9	6.7	8.4	12.2	2.67	1.75	1.47
Household Head with Post High School	23.9	20.1	23.2	13.3	20.0	13.6	1.80	1.01	1.71

* Calculated by dividing the percent who visited among those recalling advertising by the percent who visited among those

VISITOR MARKET TARGETING

- This section traces the effectiveness of targeting Manitoba's travel advertising at specific target markets in 1982 in comparison to 1981.

- The target ratio is based on the assumption that all household members who visited Manitoba in both years were intent upon coming regardless of the advertising campaign.

- This enables one to determine where improvements can be made in targeting the most potential visitor.

- Manitoba's travel advertising was slightly better targetted in 1982 than in 1981.

- In 1982, 83.9% of the total households surveyed who visited Manitoba responded positively to seeing/hearing Manitoba's travel advertising, an increase of +5.3% over 1981.

- Lower target success was indicated in all but the following three socio-economic groups where increase response rates were recorded:

Adult male populace	86.9%
Household heads 18-35 years	90.9%
Household income $15,000 - 24,999	85.4%
Household income $25,000 and more	85.3%
Household head with post high school education	88.9%

Table 11

Visitor Market Targetting

Population	Visited Manitoba Last 12 Months (% Saw Advertising)			Did Not Visit Manitoba Last 12 Months (% Saw Advertising)			Target Ratio		
	1980	1981	1982	1980	1981	1982	1980	1981	1982
State Total:	82.3%	79.7%	83.9%	60.3%	70.2%	69.8%	1.36	1.14	1.20
Sex:									
Male Adult Populace	85.7	83.6	86.9	63.9	75.8	72.6	1.34	1.10	1.20
Female Adult Populace	81.4	76.5	81.0	57.2	66.3	67.8	1.42	1.15	1.19
Age:									
Household Head 18-35 Years	80.9	78.3	90.9	65.0	77.1	75.5	1.24	1.02	1.20
Household Head 35-49 Years	87.8	87.2	80.0	63.5	75.3	74.7	1.38	1.16	1.07
Household Head 50-64 Years	76.0	76.0	79.3	60.0	72.5	71.8	1.27	1.05	1.10
Household Head 65+	93.3	73.3	77.3	50.9	54.2	52.0	1.83	1.35	1.49
Income:									
Household Income Under $9999	89.3	57.7	78.3	53.7	63.2	57.2	1.66	0.91	1.37
Household Income $10,000-$14,999	85.7	94.1	81.3	60.0	73.0	66.1	1.43	1.28	1.23
Household Income $15,000-$24,999	79.5	82.9	85.4	66.1	73.9	77.9	1.20	1.12	1.10
Household Income $25,000+	84.4	84.8	85.3	72.8	79.8	80.1	1.16	1.06	1.06
Education:									
Household Head Not a High School Graduate	58.3	68.8	64.7	40.3	51.5	48.5	1.45	1.34	1.33
Household Head With Only High School	85.0	81.6	80.0	65.3	70.3	72.2	1.30	1.16	1.11
Household Head with Post High School	83.5	82.4	88.9	71.2	82.3	80.7	1.17	1.00	1.10

APPENDIX

PROBE NORTH DAKOTA DATA

PROBE NORTH DAKOTA - A TELEPHONE SURVEY OF NORTH DAKOTA ADULTS - SEPTEMBER 1982

HAS ANY MEMBER OF YOUR HOUSEHOLD TAKEN ANY VACATION OR PLEASURE TRIP IN THE LAST TWELVE MONTHS WHERE YOU WERE AWAY FROM HOME FOR ONE NIGHT OR MORE, ... OR NOT?

		SEX		AGE					EDUCATION			INCOME				
	STATE TOTAL	MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
YES - HAVE	76%	77%	74%	82%	83%	81%	74%	57%	54%	75%	86%	54%	67%	69%	84%	90%
NO - HAVE NOT	24%	23%	26%	18%	17%	19%	26%	43%	46%	25%	12%	46%	33%	31%	16%	10%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES	1002	439	563	137	260	205	192	195	223	306	461	115	102	143	243	269

DID ANY MEMBER OF YOUR HOUSEHOLD GO TO CANADA ON A VACATION OR PLEASURE TRIP, ... OR NOT?
WHICH OF THE CANADIAN PROVINCES WERE VISITED IN THE LAST TWELVE MONTHS?

		SEX		AGE					EDUCATION			INCOME				
	STATE TOTAL	MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
DID GO TO CANADA	21%	24%	18%	20%	18%	26%	21%	14%	11%	21%	26%	14%	14%	17%	21%	31%
MANITOBA	17%	19%	15%	20%	15%	24%	15%	11%	8%	16%	21%	10%	12%	11%	20%	25%
SASKATCHEWAN	4%	5%	4%	9%	1%	6%	5%	2%	4%	5%	4%	3%	2%	5%	4%	6%
ALBERTA	2%	3%	2%	4%	1%	3%	2%	3%	*	3%	3%	2%		3%	3%	3%
BRITISH COLUMBIA	2%	2%	1%	3%	1%	3%	1%	1%		2%	2%	2%		2%	1%	3%
ONTARIO	2%	3%	1%	4%	1%	4%	2%	2%	1%	2%	3%	2%	2%	1%	2%	4%
OTHER MENTIONS	*	*	*		*	1%			*		*					1%
DON'T KNOW/DON'T REMEMBER	*		1%		*		1%		*	*	*			1%		*
DID NOT GO TO CANADA	55%	54%	56%	53%	66%	55%	53%	44%	43%	54%	62%	40%	53%	52%	62%	59%
HAVE NOT TAKEN A VACATION	24%	23%	26%	18%	17%	19%	26%	43%	46%	25%	12%	46%	33%	31%	16%	11%
TOTAL	137%	109%	106%	112%	102%	115%	105%	104%	103%	108%	109%	104%	102%	106%	108%	111%
BASE FOR PERCENTAGES	1202	439	563	137	260	209	192	195	223	306	461	115	102	143	243	269

NOW I'M GOING TO READ SOME DIFFERENT ACTIVITIES PEOPLE CAN DO IN MANITOBA.
FOR EACH ONE PLEASE TELL ME IF ON THE LAST TRIP TO MANITOBA, YOU OR HOUSEHOLD MEMBERS DID THAT ACTIVITY WHILE IN MANITOBA?

	STATE TOTAL	SEX: MEN	SEX: WOMEN	AGE: UNDER 25	AGE: 25-34	AGE: 35-49	AGE: 50-64	AGE: 65 & OVER	EDUCATION: NOT GRAD	EDUCATION: HS GRAD	EDUCATION: POST HS	INCOME: UNDER $5000	INCOME: $5000 $9999	INCOME: 10000 14999	INCOME: 15000 24999	INCOME: 25000 OVER
DID GO TO CANADIAN PROVINCE OF MANITOBA	17%	19%	15%	20%	15%	24%	15%	11%	8%	16%	21%	10%	12%	11%	20%	25%
SIGHTSEEING OR TOURING	13%	15%	11%	16%	12%	18%	13%	9%	5%	14%	17%	7%	10%	10%	19%	19%
SHOPPING	10%	11%	10%	14%	8%	16%	9%	6%	3%	11%	13%	4%	6%	6%	14%	15%
ATTENDED THE HORSERACES	6%	8%	5%	8%	5%	9%	6%	3%	3%	7%	8%	2%	2%	3%	11%	8%
BOATING, CANOEING, OR SAILING	5%	7%	3%	6%	5%	7%	4%	4%	3%	5%	6%	2%	4%	3%	7%	8%
ATTENDED FESTIVALS OR SPECIAL EVENTS	5%	6%	5%	5%	3%	6%	3%	5%	2%	4%	7%	3%	4%	3%	6%	6%
CAMPING	4%	6%	3%	4%	5%	6%	3%	3%	2%	3%	6%	3%	4%	3%	6%	6%
SWIMMING AT BEACHES OR IN POOLS	4%	6%	3%	6%	5%	7%	1%	3%	1%	4%	6%	2%	3%	3%	7%	6%
FISHING	4%	6%	2%	3%	3%	6%	4%	3%	2%	2%	5%	1%	1%	1%	4%	7%
VISITED FRIENDS OR RELATIVES	3%	4%	2%	4%	1%	3%	4%	4%	2%	3%	4%	2%	3%	1%	4%	4%
HIKING	2%	3%	2%	3%	2%	5%	3%	1%	*	2%	4%	3%	4%	1%	2%	4%
ATTEND A CONFERENCE OR CONVENTION	1%	1%	1%		1%	1%	1%	1%	*		1%	1%		1%	1%	1%
NONE OF THE ABOVE MENTIONED	*	*	1%			1%		1%	1%	1%	*		1%	1%		1%
DID NOT GO TO CANADIAN PROVINCE OF MANITOBA	4%	5%	4%	8%	3%	2%	6%	5%	3%	4%	4%	4%	2%	4%	2%	6%
DID NOT GO TO CANADA	55%	54%	56%	53%	66%	55%	53%	44%	43%	54%	62%	40%	53%	52%	62%	59%
HAVE NOT TAKEN ANY VACATION	24%	23%	26%	19%	17%	19%	26%	43%	46%	25%	12%	46%	33%	31%	16%	10%
TOTAL	142%	153%	134%	152%	136%	164%	134%	129%	117%	140%	156%	118%	129%	122%	160%	159%
BASE FOR PERCENTAGES	1002	439	563	117	269	209	192	195	223	306	461	115	102	143	243	269

HOW LIKELY IS IT THAT YOU OR A MEMBER OF YOUR HOUSEHOLD WILL TAKE A VACATION OR PLEASURE TRIP TO WINNIPEG OR SOME OTHER PLACE IN MANITOBA SOMETIME DURING THE REST OF 1982. ...
WOULD YOU SAY IT IS VERY LIKELY. ... SOMEWHAT LIKELY. ... NOT TOO LIKELY. ... OR NOT AT ALL LIKELY?

		SEX		AGE					EDUCATION			INCOME				
	STATE TOTAL	MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
VERY LIKELY	8%	9%	8%	13%	8%	11%	7%	5%	4%	7%	12%	4%	2%	6%	12%	11%
SOMEWHAT LIKELY	10%	11%	9%	17%	11%	10%	8%	4%	4%	11%	12%	8%	7%	12%	9%	14%
NOT TOO LIKELY	19%	20%	18%	16%	18%	24%	21%	14%	14%	17%	23%	13%	21%	15%	16%	22%
NOT AT ALL LIKELY	62%	60%	64%	54%	62%	55%	63%	75%	76%	65%	54%	73%	71%	64%	62%	52%
DON'T KNOW/NO IDEA	1%	1%	1%			*	1%	2%	2%	*	*	2%			*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES	1002	439	563	137	260	209	192	195	223	306	461	115	102	143	243	269

HAVE YOU SEEN OR HEARD ANY ADVERTISING FOR THE CANADIAN PROVINCE OF MANITOBA THIS PAST SUMMER, OR NOT?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 - 9999	10000 - 14999	15000 - 24999	25000 OVER
YES - SEEN/HEARD ADVERTISING	72%	75%	70%	74%	80%	76%	73%	55%	50%	73%	82%	58%	61%	64%	79%	91%
NO - NOT SEEN/HEARD ADVERTISING	28%	25%	30%	26%	20%	24%	27%	45%	50%	27%	18%	42%	39%	32%	21%	10%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES	1002	439	563	177	260	208	192	195	223	306	461	115	102	143	243	269

HAS ANY MEMBER OF YOUR HOUSEHOLD TAKEN ANY VACATION OR PLEASURE TRIP IN THE LAST TWELVE MONTHS WHERE YOU WERE AWAY FROM HOME FOR ONE NIGHT OR MORE, ... OR NOT?
DID ANY MEMBER OF YOUR HOUSEHOLD GO TO CANADA ON A VACATION OR PLEASURE TRIP, ... OR NOT?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-44	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
DID GO TO CANADA	23%	26%	21%	23%	21%	27%	23%	17%	13%	23%	27%	19%	15%	19%	23%	32%
DID NOT GO TO CANADA	57%	55%	59%	54%	64%	56%	55%	48%	50%	53%	62%	45%	58%	55%	62%	59%
HAVE NOT TAKEN A VACATION	20%	19%	20%	13%	16%	16%	22%	35%	38%	24%	11%	36%	27%	27%	15%	9%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES (RESPONDENTS WHO HAVE SEEN TELEVISION)	727	330	397	101	209	158	140	107	111	224	380	67	62	97	193	219

HAS ANY MEMBER OF YOUR HOUSEHOLD TAKEN ANY VACATION OR PLEASURE TRIP IN THE LAST TWELVE MONTHS WHERE YOU WERE AWAY FROM HOME FOR ONE NIGHT OR MORE, ... OR NOT?
DID ANY MEMBER OF YOUR HOUSEHOLD GO TO CANADA ON A VACATION OR PLEASURE TRIP, ... OR NOT?

		SEX		AGE					EDUCATION			INCOME				
	STATE TOTAL	MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
DID GO TO CANADA	14%	17%	12%	17%	6%	24%	17%	10%	10%	15%	20%	6%	13%	15%	16%	26%
DID NOT GO TO CANADA	45%	50%	41%	50%	75%	45%	48%	38%	36%	55%	64%	33%	45%	40%	62%	60%
HAVE NOT TAKEN A VACATION	36%	32%	39%	33%	20%	29%	35%	52%	54%	29%	16%	60%	42%	39%	22%	14%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES (RESPONDENTS WHO HAVE NOT SEEN ADVERTISING)	275	105	170	54	51	51	52	66	112	82	81	48	40	46	50	59

HAVE YOU SEEN OR HEARD ANY ADVERTISING FOR THE CANADIAN PROVINCE OF MANITOBA THIS PAST SUMMER, OR NOT?
WHERE DID YOU SEE THIS ADVERTISING?

		SEX		AGE					EDUCATION			INCOME				
	STATE TOTAL	MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
YES - HAVE SEEN THIS ADVERTISING	72%	75%	70%	74%	80%	76%	73%	55%	50%	73%	82%	58%	61%	69%	79%	81%
• TELEVISION	50%	54%	47%	56%	60%	54%	44%	32%	32%	49%	60%	39%	40%	44%	59%	57%
• RADIO	22%	27%	18%	28%	25%	24%	19%	8%	8%	21%	25%	16%	20%	17%	24%	26%
• NEWSPAPER	36%	33%	39%	24%	35%	44%	42%	31%	24%	34%	44%	27%	25%	31%	40%	46%
• NEWSPAPER SUPPLEMENT	6%	7%	6%	3%	6%	7%	9%	3%	4%	6%	8%	5%	3%	1%	9%	9%
• MAGAZINE	19%	17%	20%	14%	22%	25%	16%	14%	13%	18%	23%	16%	13%	12%	24%	24%
• HIGHWAY BILLBOARDS	10%	13%	7%	17%	14%	10%	5%	5%	3%	9%	14%	3%	10%	9%	13%	12%
• BROCHURES/PAMPHLETS/TRAVEL FOLDERS	2%	1%	2%	1%	1%	2%	3%	2%	1%	2%	2%		3%	3%	1%	3%
• OTHER MENTIONS	1%	1%	1%	1%	2%	*				*	1%	1%	1%			2%
• DON'T KNOW/DON'T REMEMBER	*	*	*		*			1%	*	1%			1%		*	
NO - HAVE NOT SEEN ADVERTISING	28%	25%	30%	26%	20%	24%	27%	45%	50%	27%	18%	42%	39%	32%	21%	19%
TOTAL	174%	175%	171%	172%	191%	192%	167%	141%	137%	167%	194%	149%	155%	150%	192%	197%
BASE FOR PERCENTAGES	1002	439	563	137	260	209	192	195	223	306	461	115	102	143	243	269

LAST SPRING A COLORFUL FOLDOUT BROCHURE THAT LISTED FESTIVALS AND SPECIAL EVENTS IN MANITOBA WAS INCLUDED IN MANY NORTH DAKOTA NEWSPAPERS.
DO YOU RECALL SEEING THAT BROCHURE FOR MANITOBA, ... OR NOT?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	OVER
YES - RECALL SEEING BROCHURE	29%	31%	27%	18%	24%	35%	34%	31%	23%	25%	34%	18%	25%	21%	33%	35%
NO - DO NOT RECALL SEEING BROCHURE	71%	69%	73%	82%	76%	64%	66%	69%	77%	74%	66%	82%	75%	79%	67%	61%
DON'T KNOW	*	*				*				*					*	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES	1000	439	561	137	260	209	192	195	223	306	461	115	172	147	249	269

LAST SPRING A COLORFUL FOLDOUT BROCHURE THAT LISTED FESTIVALS AND SPECIAL EVENTS IN MANITOBA WAS INCLUDED IN MANY NORTH DAKOTA NEWSPAPERS.
DO YOU RECALL SEEING THAT BROCHURE FOR MANITOBA, ... OR NOT?
DID YOU OR ANY MEMBER OF YOUR HOUSEHOLD KEEP THAT BROCHURE?

	STATE TOTAL	SEX: MEN	SEX: WOMEN	AGE: UNDER 25	AGE: 25-34	AGE: 35-49	AGE: 50-64	AGE: 65 & OVER	EDUCATION: NOT GRAD	EDUCATION: HS GRAD	EDUCATION: POST HS	INCOME: UNDER $5000	INCOME: $5000 $9999	INCOME: 10000 14999	INCOME: 15000 24999	INCOME: 25000 OVER
DO RECALL SEEING BROCHURE	29%	31%	27%	18%	24%	35%	34%	31%	23%	25%	34%	18%	25%	21%	33%	39%
• YES - DID KEEP	4%	5%	4%	4%	4%	7%	4%	4%	2%	3%	6%	4%	1%	2%	6%	6%
• NO - DID NOT KEEP	24%	26%	23%	14%	20%	29%	30%	27%	21%	22%	28%	14%	24%	19%	27%	33%
DO NOT RECALL SEEING BROCHURE	71%	69%	73%	82%	76%	64%	66%	69%	77%	74%	66%	82%	75%	79%	67%	61%
COULDN'T REMEMBER IF SAW BROCHURE	*	*				*				*					*	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES	1102	439	563	137	260	209	192	195	223	306	461	115	102	143	243	269

LAST SPRING, A COLORFUL FOLDOUT BROCHURE THAT LISTED FESTIVALS AND SPECIAL EVENTS IN MANITOBA WAS INCLUDED IN MANY NORTH DAKOTA NEWSPAPERS.
DID YOU OR ANY MEMBER OF YOUR HOUSEHOLD KEEP THAT BROCHURE, ... OR NOT?
DID YOU OR ANY MEMBER OF YOUR HOUSEHOLD USE THAT BROCHURE IN ANY WAY, EITHER TO SEE WHAT WAS HAPPENING WHEN DECIDING WHERE TO GO ON A TRIP OR VACATION, ... OR TO TAKE IT ALONG ON A TRIP OR VACATION TO MANITOBA?

		SEX		AGE					EDUCATION			INCOME				
	STATE TOTAL	MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
YES - DID KEEP BROCHURE	4%	5%	4%	4%	4%	7%	4%	4%	2%	3%	6%	4%	1%	2%	6%	6%
. YES - DID USE	2%	3%	2%	3%	3%	4%	2%	1%	.	2%	3%	2%	1%	3%	3%	3%
. NO - DID NOT USE	2%	2%	2%	1%	1%	3%	2%	3%	1%	1%	3%	3%			3%	3%
NO - DID NOT KEEP BROCHURE	24%	26%	23%	14%	20%	29%	30%	27%	21%	22%	26%	14%	24%	19%	27%	33%
DO NOT RECALL SEEING BROCHURE	71%	69%	73%	82%	76%	64%	66%	69%	77%	74%	66%	82%	75%	79%	67%	61%
DON'T REMEMBER IF SAW BROCHURE	.	.				.				.					.	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES	1002	439	563	137	260	209	192	195	223	306	461	115	102	143	243	269

WHICH CANADIAN PROVINCES WERE VISITED?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
MANITOBA ONLY	130	64	66	22	35	31	24	17	12	40	76	8	10	15	37	51
PERCENT OF ALL RESPONDENTS	13%	15%	12%	16%	13%	15%	13%	9%	5%	12%	16%	7%	10%	10%	15%	19%
ALL RESPONDENTS	1002	439	563	137	269	209	172	175	223	306	461	115	102	143	243	269
PERCENT OF ALL MANITOBA VISITORS	77%	76%	79%	79%	92%	62%	83%	77%	71%	80%	77%	73%	83%	94%	77%	75%
ALL MANITOBA VISITORS	166	84	68	28	39	50	29	29	17	50	99	11	12	16	19	65

HAS ANY MEMBER OF YOUR HOUSEHOLD TAKEN ANY VACATION OR PLEASURE TRIP IN THE LAST TWELVE MONTHS WHERE YOU WERE AWAY FROM HOME FOR ONE NIGHT OR MORE, ... OR NOT?
DID ANY MEMBER OF YOUR HOUSEHOLD GO TO CANADA ON A VACATION OR PLEASURE TRIP, ... OR NOT?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 10000	10000 15000	15000 24999	25000 OVER
DID VISIT MANITOBA	20%	22%	17%	24%	17%	25%	16%	16%	10%	18%	23%	13%	15%	13%	21%	26%
DID VISIT CANADA - NOT MANITOBA	4%	4%	4%	9%	3%	1%	6%	1%	3%	5%	4%	6%		5%	2%	6%
DID NOT GO TO CANADA	57%	55%	59%	54%	64%	56%	55%	49%	50%	53%	62%	45%	56%	55%	62%	59%
HAVE NOT TAKEN A VACATION	20%	19%	20%	13%	16%	16%	22%	35%	38%	24%	11%	36%	27%	27%	15%	9%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES (RESPONDENTS WHO HAVE SEEN ADVERTISING)	723	330	393	101	209	156	140	107	111	224	390	67	62	97	193	219

HAS ANY MEMBER OF YOUR HOUSEHOLD TAKEN ANY VACATION OR PLEASURE TRIP IN THE LAST TWELVE MONTHS WHERE YOU WERE AWAY FROM HOME FOR ONE NIGHT OR MORE, ... OR NOT?
DID ANY MEMBER OF YOUR HOUSEHOLD GO TO CANADA ON A VACATION OR PLEASURE TRIP, ... OR NOT?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	$10000 $14999	$15000 24999	$25000 OVER
DID VISIT MANITOBA	10%	10%	9%	11%	4%	20%	12%	6%	5%	12%	14%	4%	7%	7%	14%	20%
DID VISIT CANADA - NOT MANITOBA	4%	6%	3%	6%	2%	4%	6%	5%	4%	2%	6%	2%	5%	9%	2%	6%
DID NOT GO TO CANADA	49%	50%	49%	50%	75%	45%	48%	38%	36%	55%	64%	33%	45%	46%	62%	60%
HAVE NOT TAKEN A VACATION	36%	32%	39%	33%	20%	29%	35%	52%	54%	29%	16%	60%	42%	39%	22%	14%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES (RESPONDENTS WHO HAVE NOT SEEN ADVERTISING)	279	109	170	36	51	51	52	88	112	82	81	48	40	46	50	50

POOR

QUALITY

ORIGINAL